Abstract Of The Disclosure

A subscriber characterization system is
presented in which the subscriber's selections are
5   monitored, including monitoring of the time duration
programming is watched, the volume at which the
programming is listened to, and any available
information regarding the type of programming,
including category and sub-category of the
10   programming. The characterization system can extract
textual information related to the programming from
closed captioning data, electronic program guides, or
other text sources associated with the programming.
The extracted information is used to form program
15   characteristics vectors. The programming
characteristics vectors can be used in combination
with the subscriber selection data to form a
subscriber profile. Heuristic rules indicating the
relationships between programming choices and
20   demographics can be applied to generate additional
probabilistic information regarding demographics and
programming and product interests.

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